

Service improvement by design

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The image shows a close-up of a screen displaying the 'LAB 4 LIVING' logo. The logo features a stylized '4' composed of three blue geometric shapes (two triangles and a square) to its left. The text 'LAB 4 LIVING' is in a bold, sans-serif font, with 'LAB' in grey, '4' in red, and 'LIVING' in dark grey. The screen has a black border and is slightly tilted.

LAB 4 LIVING

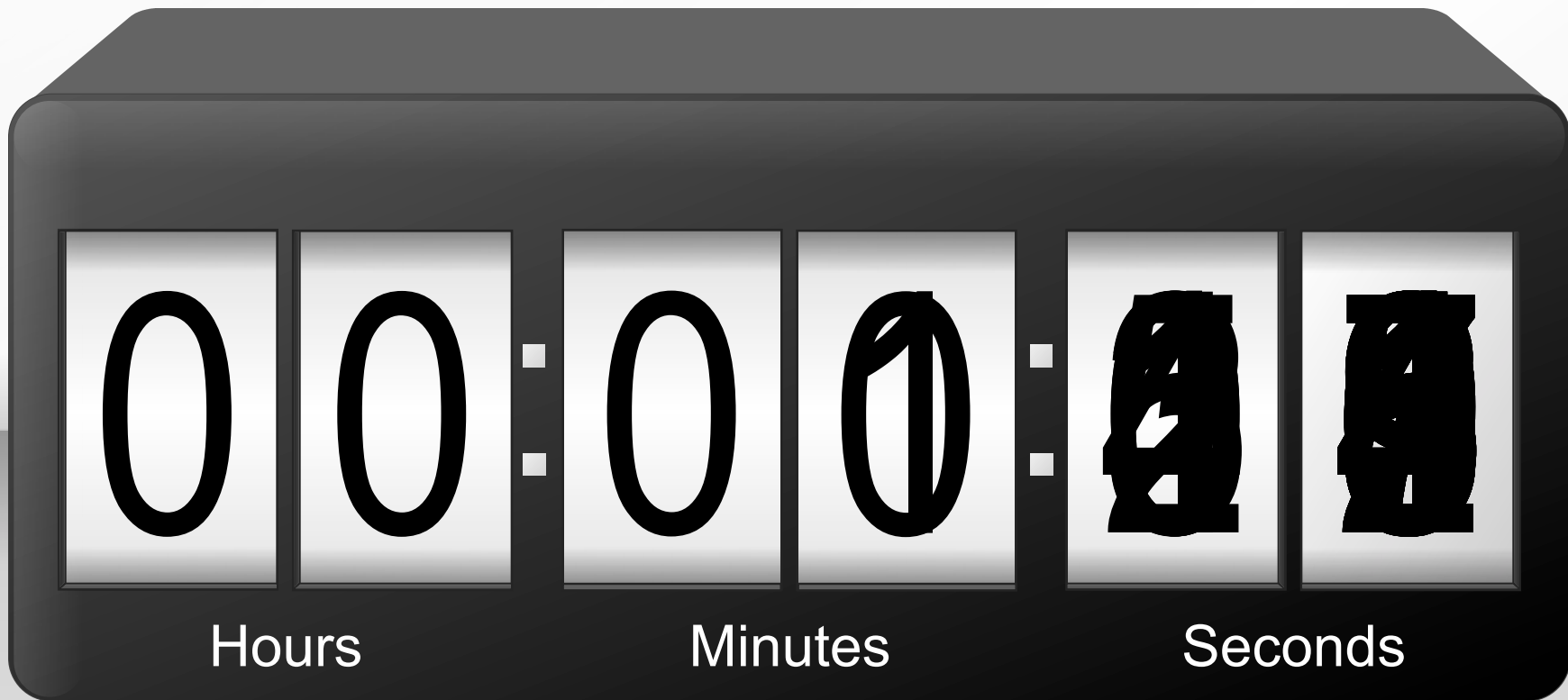
Service Improvement by Design

Joe Langley, Rebecca Partridge & Dan
Wolstenholme

**Sheffield
Hallam
University**



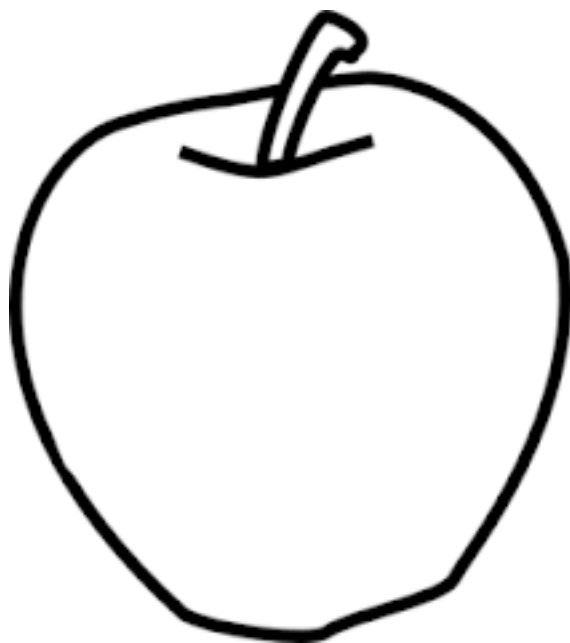
Turn as many of the 30 circles on your sheet into
recognisable things in 2 minutes

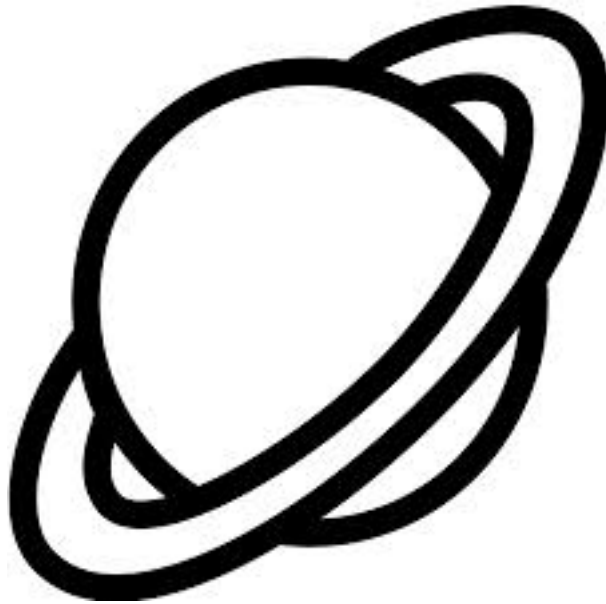


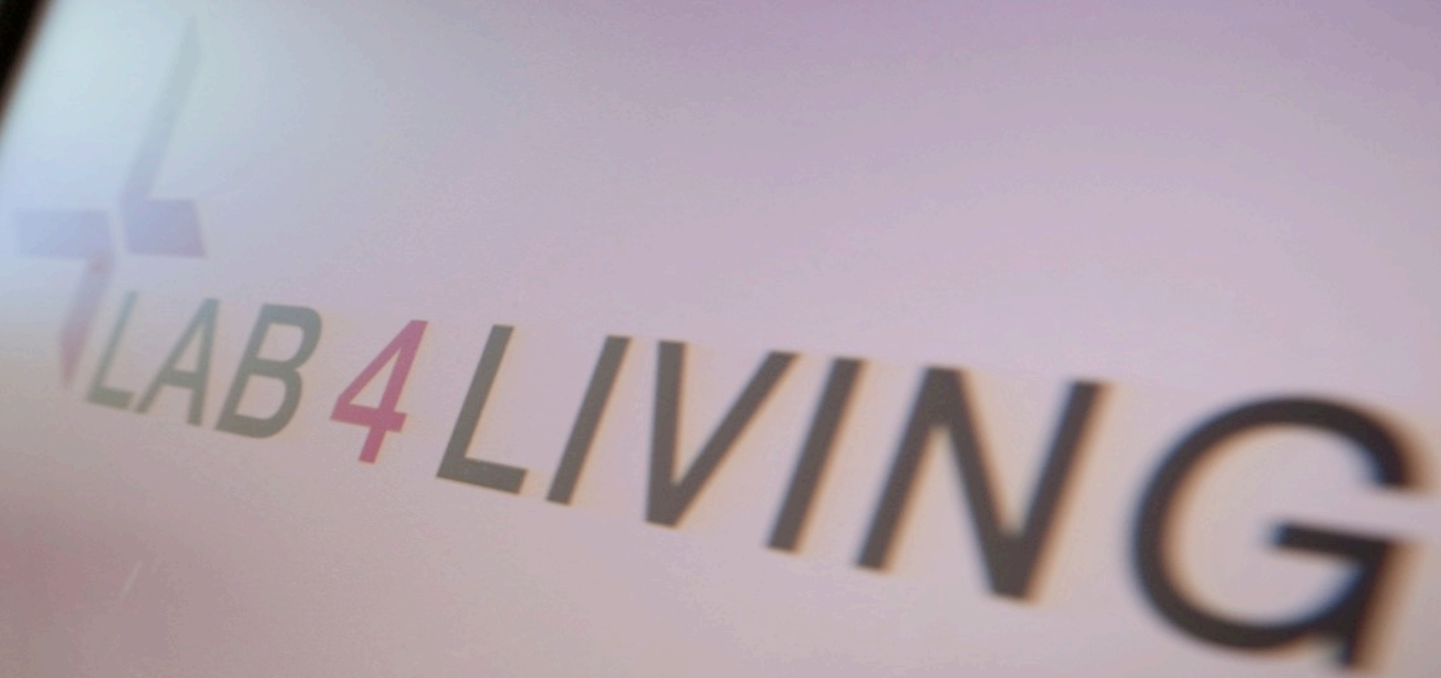
Hours

Minutes

Seconds







www.lab4living.org.uk

**Sheffield
Hallam
University**

stigmas



HEARSAY

Hearing loss can lead to social isolation with interventions needed to enhance communication. Hearing loss can lead to depression, anxiety, and frustration.

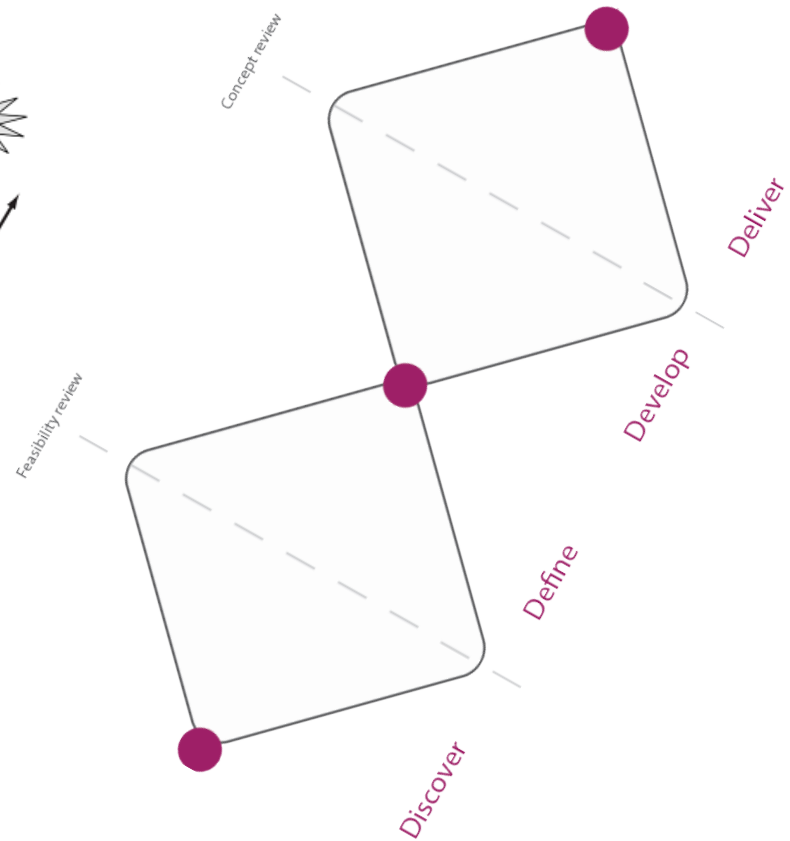
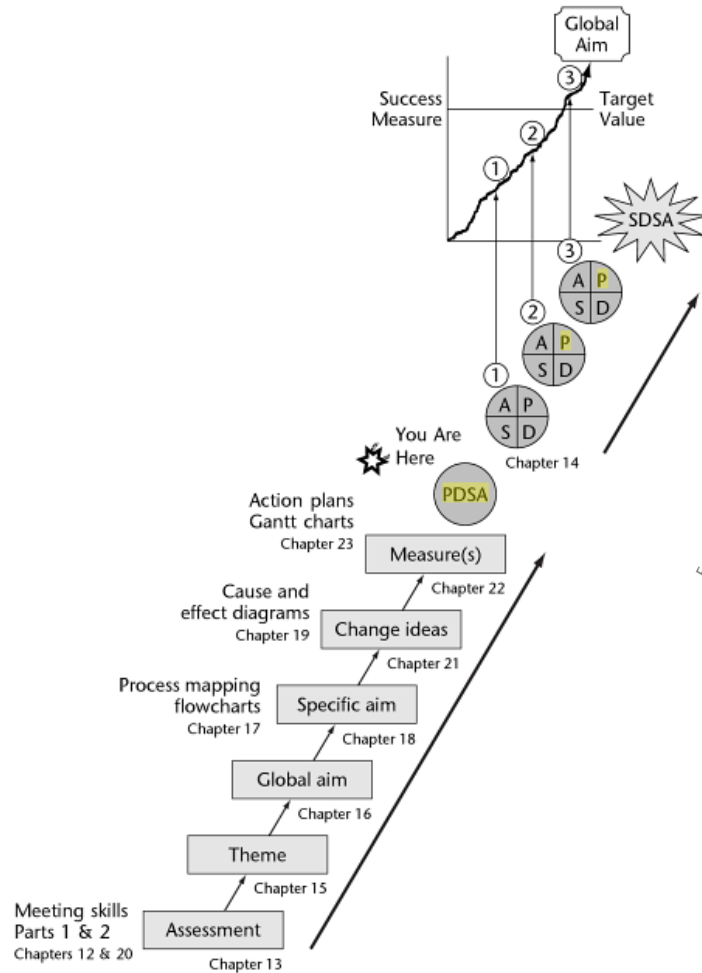


OUT OF REACH

Engagement with objects and living spaces becomes confined. Changing needs and physical changes mean previously useful and desirable products become redundant.



What design can do for you?



“Creativity is the **act** of turning new and imaginative ideas into reality.

Creativity is **characterised** by the ability to *perceive the world in new ways*, to *find hidden patterns*, to *make connections* between seemingly unrelated phenomena, and to *generate solutions*.

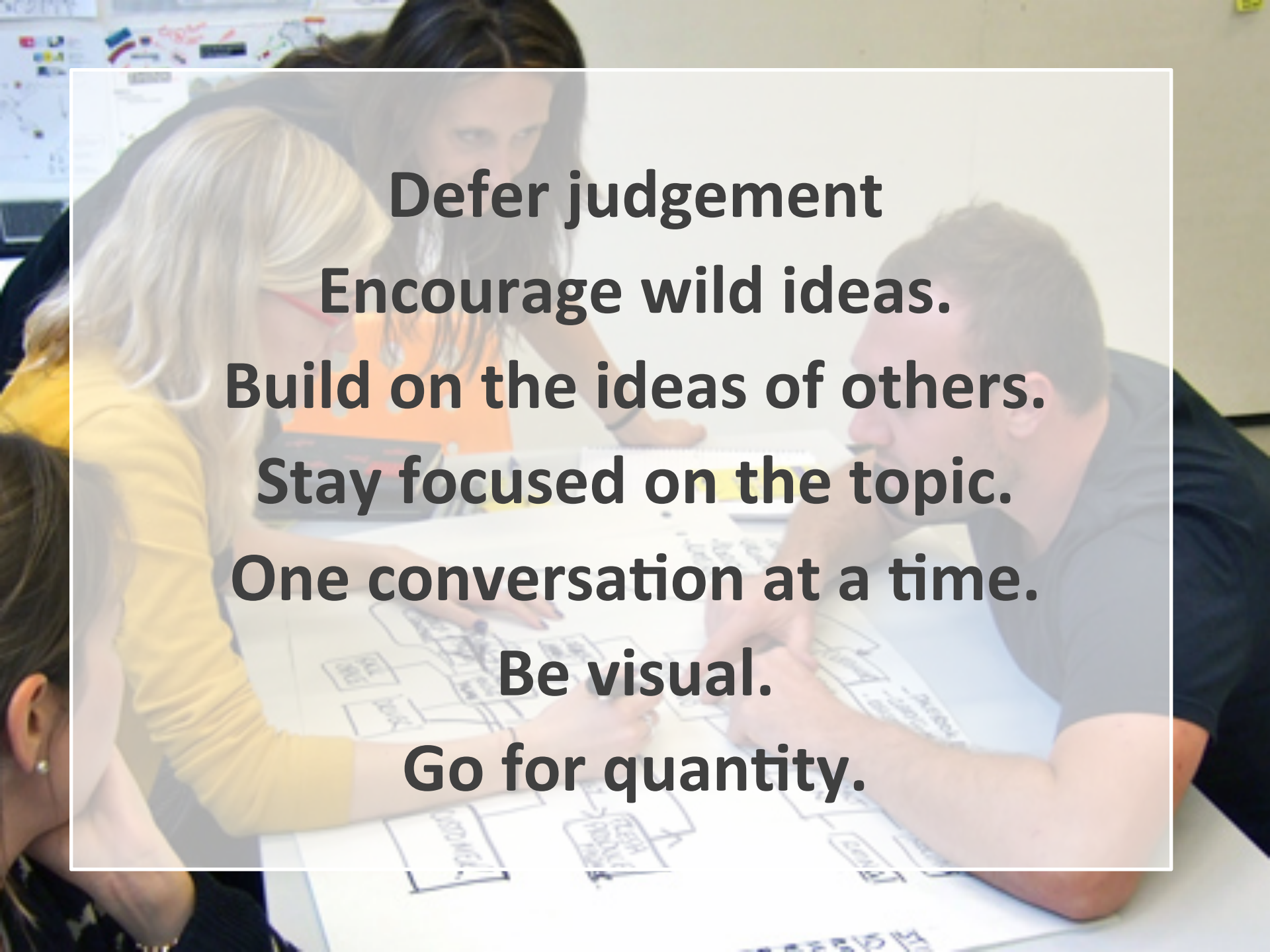
Creativity involves two processes: thinking, then producing.

If you have ideas, but don't act on them, you are imaginative but not creative..”

– <http://www.creativityatwork.com/2014/02/17/what-is-creativity/>







Defer judgement
Encourage wild ideas.
Build on the ideas of others.
Stay focused on the topic.
One conversation at a time.
Be visual.
Go for quantity.



future bathroom & loo lab



Taipei, Taiwan



China
Germany
Netherlands
Switzerland



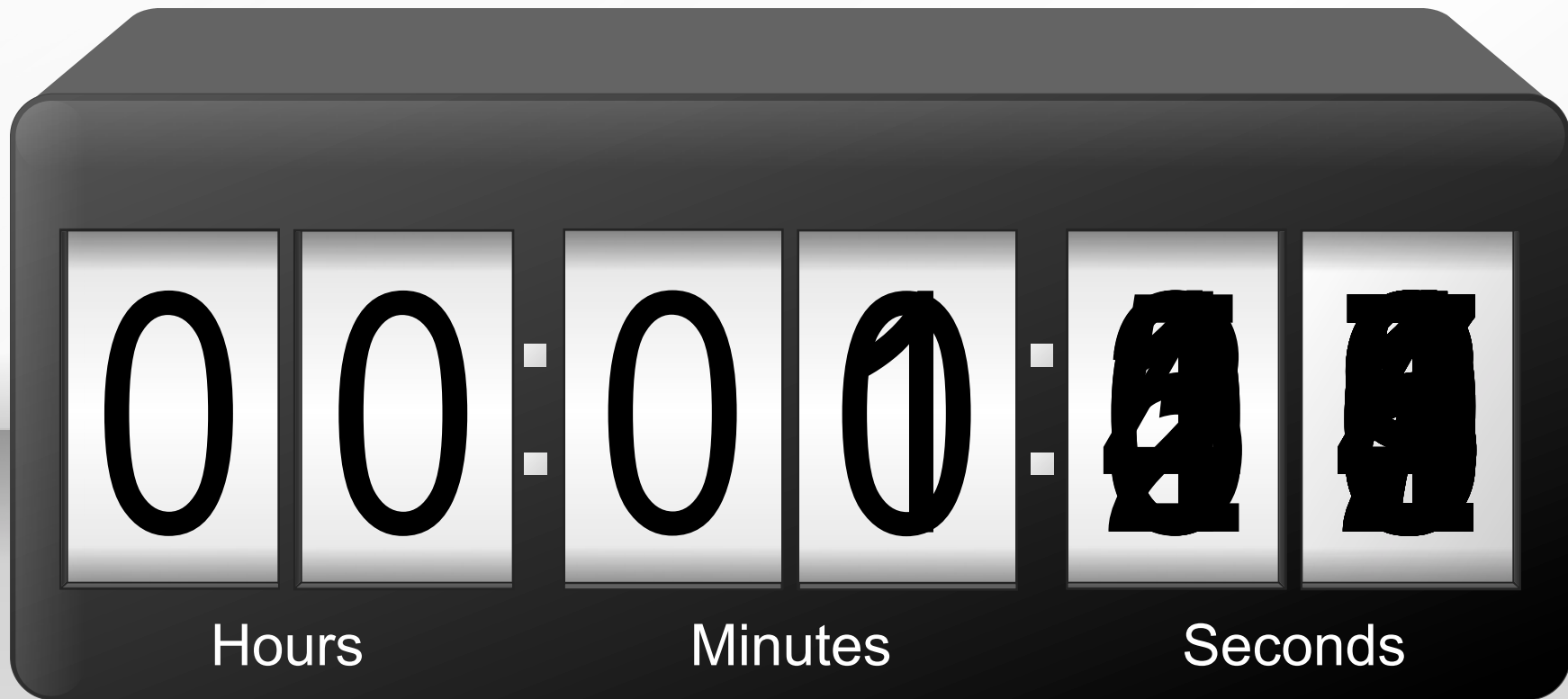
Istanbul, UK



Sheffield, UK



How many uses can you think of ?



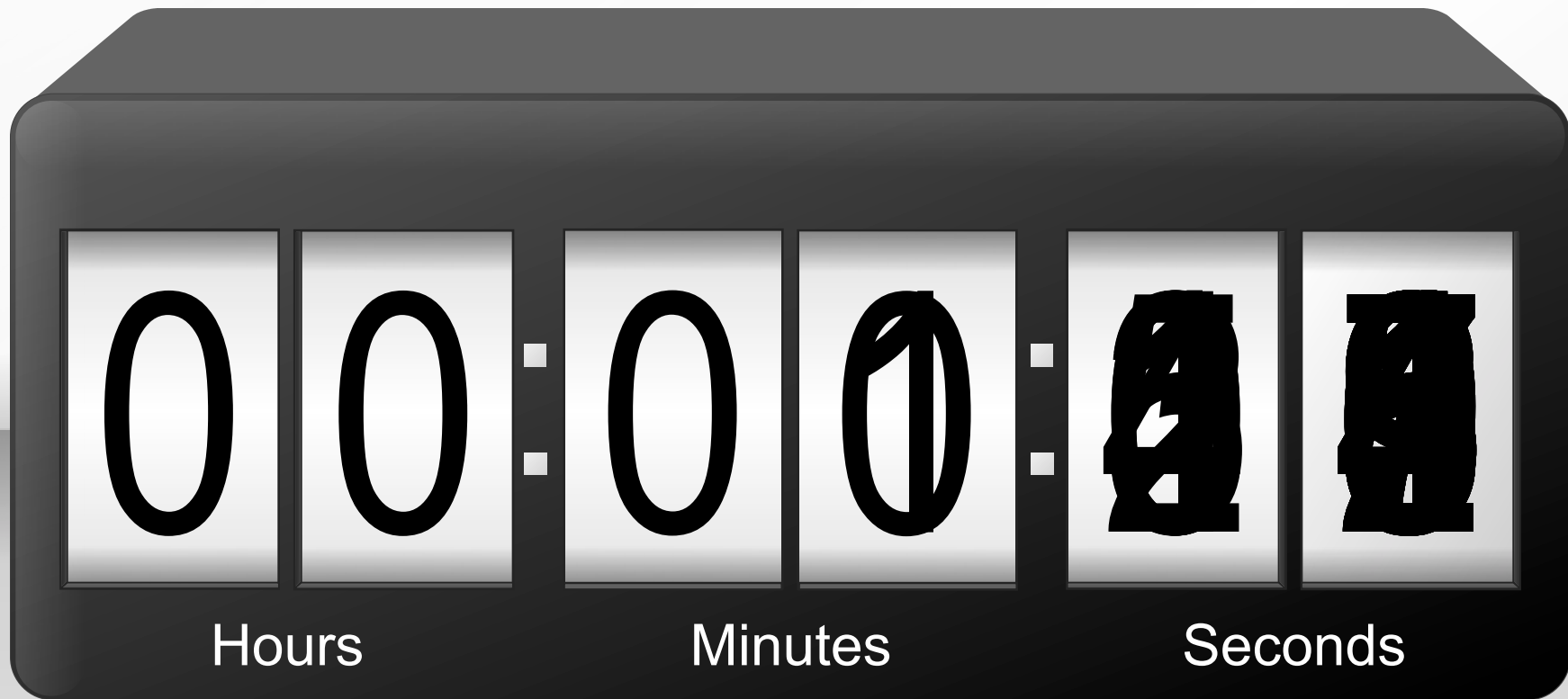
Hours

Minutes

Seconds



Child
Elderly person
Animal
Astronaut
Bathroom
Kitchen
Car
Garden



Hours

Minutes

Seconds



1

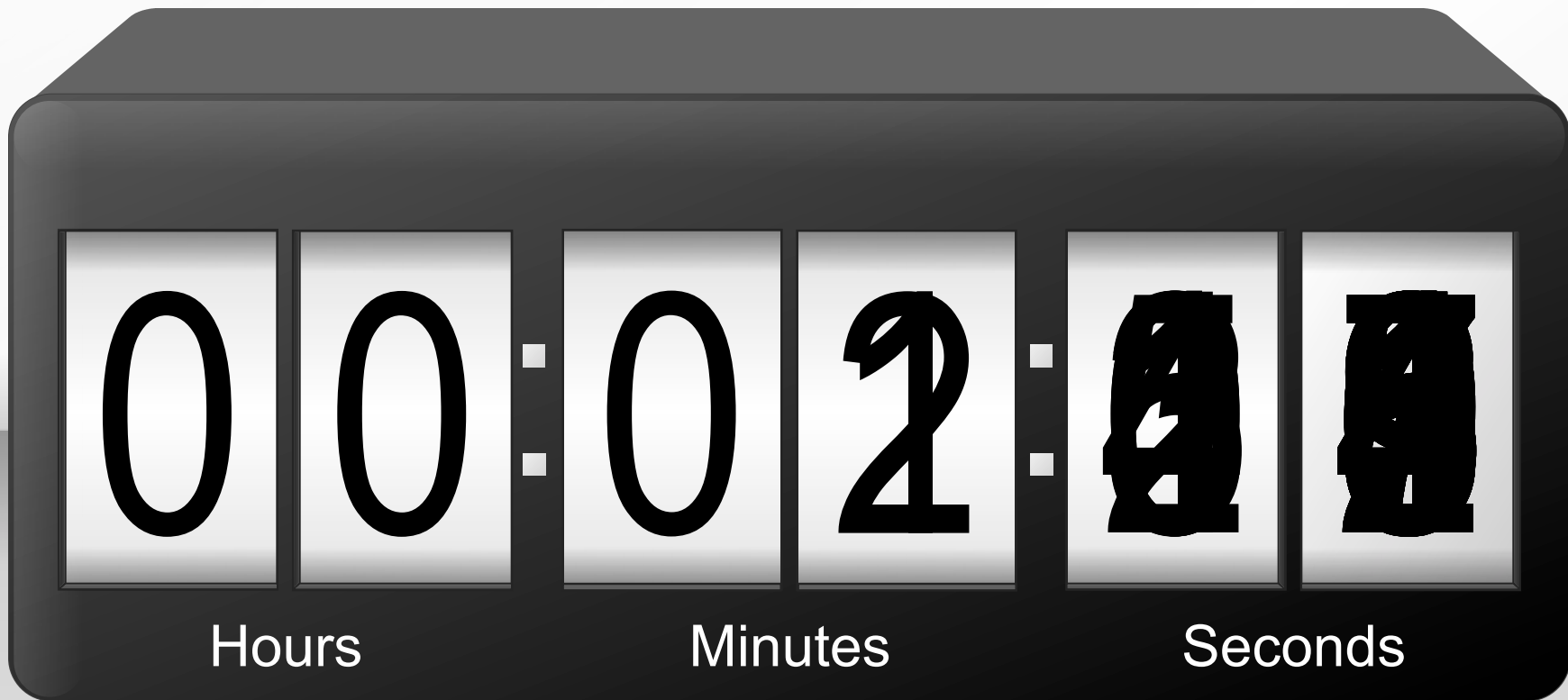
What else could you use
this object for?

2

What would you add or
change about this
object to make it better?

3

What is the object for?
How else could you
achieve this?



0

0

:

0

2

:

0

0

Hours

Minutes

Seconds



Prototyping

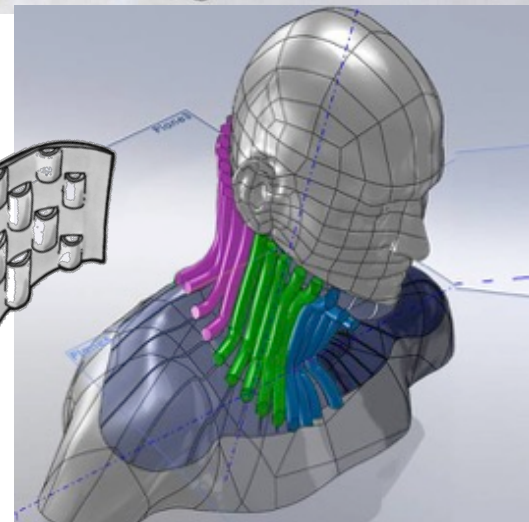
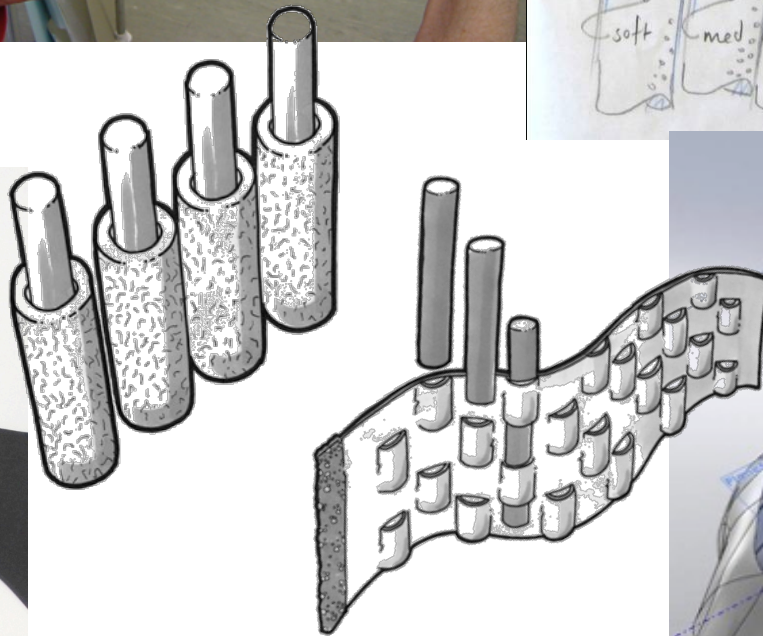
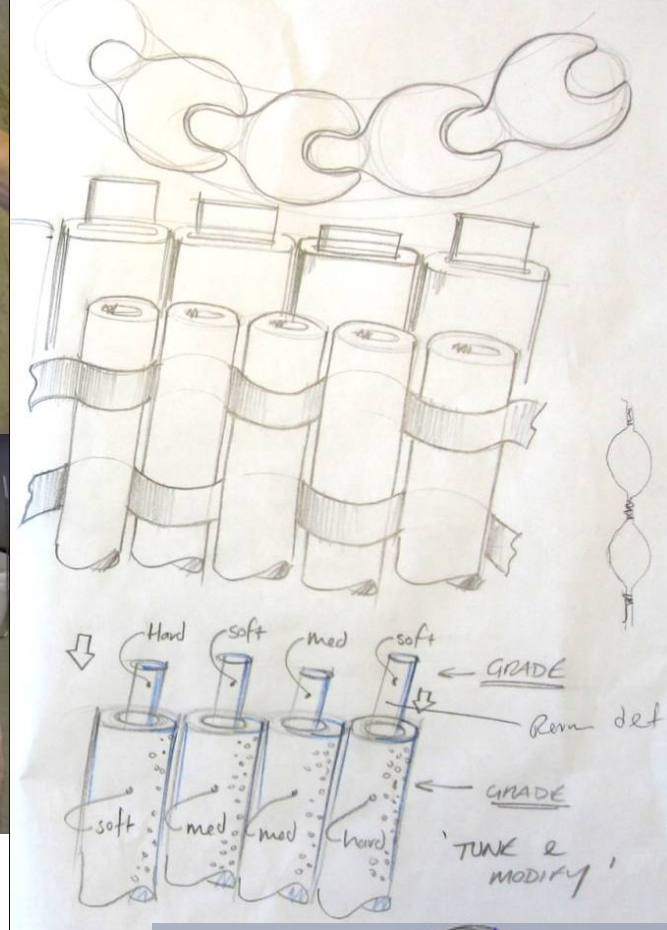
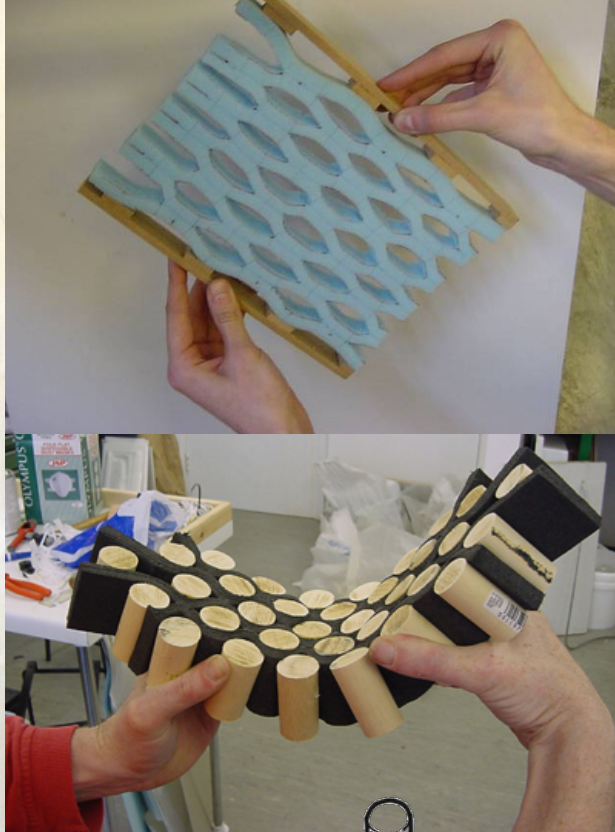
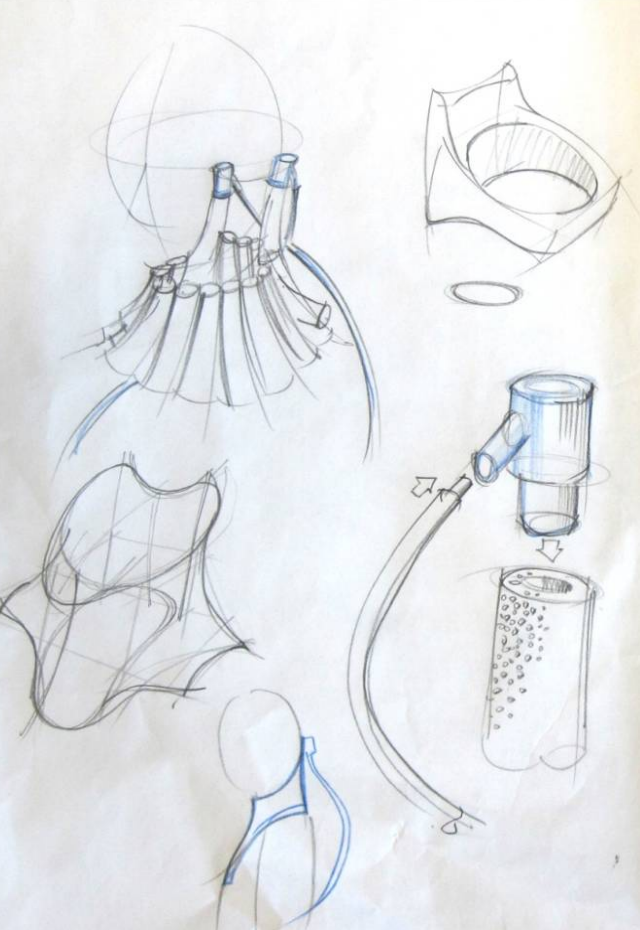


Birthday cake
(and candles)



"I have not failed I have just
found 10,000 ways which
wont work"

Thomas A Edison



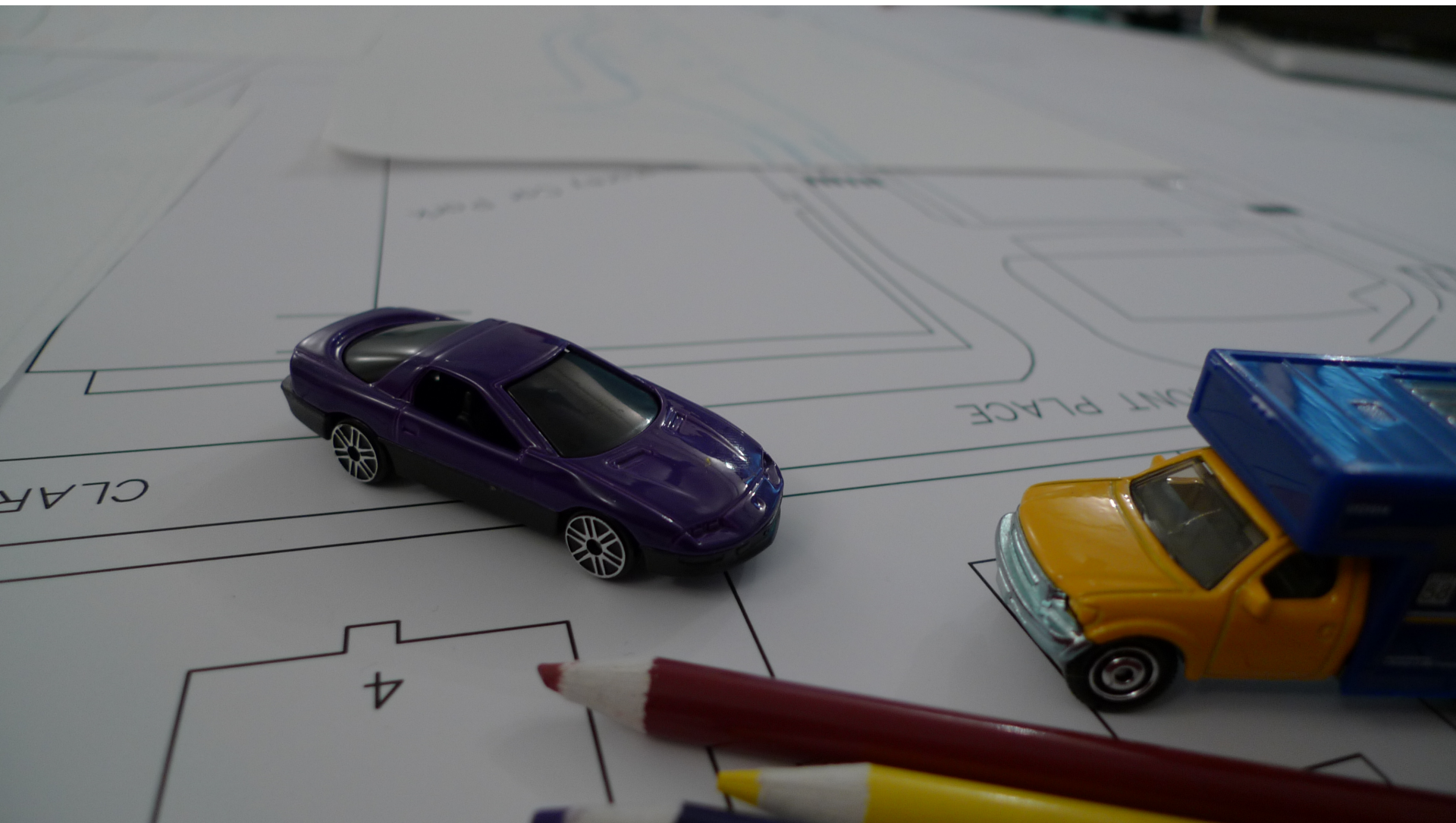






Service Prototyping









3



NOTIFIED
OF SERVICE



SEE VALUE/
SIGN UP.



RECIEVES
WELCOME
KIT IN
MAIL

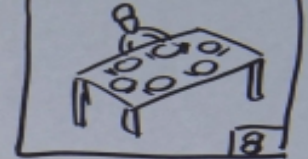


PARENT
INTROD
MONEY
TO
CHILD WITH
COLLABORATIVE
GAMES/teaching
TOOLS.

What is
\$?



Selling &
Entrepreneurship



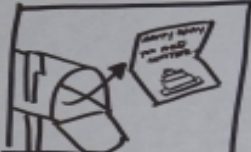
Wone/
value
exchange



Parent becomes
Aware of
learning
opportunity(bday)



Child turns
10. Recieves
check +
cash presents



Invite and
Bday card
From BANK



BANK VISIT
They: visit
kid teller +
take tour



Want
vs.
need



First+ DEBIT
CARD. (Ind-
ependent
access to \$)





What design can do for you?

